JC

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KEY ACCOUNT MANAGERS
ACCOUNT MANAGERS
DIVISION MANAGERS
RETAIL MANAGERS
SALES REPS
RETAIL REPS

MARCH PROMOTIONS

☒ ***MARCH VAP DORAL BUY 2 PACKS GET FREE ASHTRAY #600001***

This promotion will be shipped @ 2 displays to each retail account.

☒ ***MARCH MEGA DORAL BUY 2 PACKS GET FREE ASHTRAY #600001***

Chains

Wegmans / Vix / Tops / Wilson Farms will receive assembled displays from their warehouse; no action required by RJR Reps.

P & C / Quality / Insalaco (Divisions 1622 / 1623 / 1626 / 1638)
Attached are lists of chain stores scheduled to receive this promotion.
Displays will be shipped directly to stores.
Retail Reps will need to assemble at store level.

Cigarette Outlets

Attached are lists of cigarette outlets that will receive this promotion.
Ashtrays and 80-pack displays will be shipped directly to stores;
Retail Reps will need to assemble at store level.

Important Note: *Any accounts that appear (*) in bold need address corrections. If corrected addresses for these accounts are not received at ROU by 2/2/96, it will be necessary to ship displays to Retail Rep locations rather than stores for those accounts.*

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Source: https://www.industrydocuments.ucsf.edu/docs/mzpm0000

☒ ***MARCH DORAL SUPERMARKET $2.00 ON-CARTON COUPON #600040***

Chains

Tops / Vix / Wegmans (Divisions 1622 / 1623 / 1626)
Attached are lists of chain stores authorized to receive this promotion @ 50 coupons per store.
Retail Reps: Coupons will be shipped to Retail Reps locations. Because coupons are packed 100/SKU, use your discretion to place any additional coupons at impactful locations.

Residual

Additional independent retail accounts, 250+ volume, have been targeted to receive this promotion. Attached are lists. Displays will be shipped to stores; Retail Reps will need to assemble at store level.

☒ ***MARCH DORAL MEGA OUTLET $3.00 ON-CARTON COUPON #600041***

Attached are lists of retail accounts authorized to receive this promotion. Coupons and displays will be shipped to Retail Rep locations, and Retail Reps will need to assemble at store level.

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ROU will update activity for all promotions - no Handheld / Poqet entries are required.

Additional information is included on attached lists for each promotion.
It is the responsibility of the Sales Rep to ensure stores on these lists have displays assembled where no Retail Rep assignment is designated.
All promotional displays, POS, etc., have been scheduled for 2/28/96 arrival.

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Source: https://www.industrydocuments.ucsf.edu/docs/mzpm0000